

COLLECTION AND CORRELLATION OVER TIME  
OF PRIVATE VIEWING USAGE DATA

ABSTRACT OF THE DISCLOSURE

5 A method, apparatus and article of manufacture for collecting, storing and processing usage data from a device. Usage data is extracted from the device, wherein the usage data is associated with a customer identifier. The customer identifier is obfuscated, but not eliminated, from the extracted usage data. The extracted usage data is then correlated over a period of time using the obfuscated customer identifier.